

Knowledge Transfer Partnerships

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Key Benefits

- Knowledge Transfer Partnerships are designed to benefit everyone involved.
- Businesses will acquire new knowledge and expertise.
- KTP Associates will gain business-based experience and personal and professional development opportunities.
- Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching.

Knowledge Transfer Partnerships

Accelerating business innovation;
an Innovate UK programme
www.dmu.ac.uk/KTP

Curvy Kate Ltd

Improved control and flexibility of production

About this Case Study

The need for the Knowledge Transfer Partnership (KTP) was identified by Curvy Kate from an awareness of certain issues and areas that could be improved with the knowledge of technical intricacies related to their Chinese product. Before the KTP started the company worked with one key Chinese manufacturer who produced 90% of their overall product.

Project objectives

The main aim of the KTP project was to develop in-house capability to enable Curvy Kate to have better technical control and flexibility of current and future production, in turn helping to strengthen the business.

The key results from the KTP project were:

- The ability to move suppliers
- Launch of new products with a wider range of shapes and sizes (including a new amended version of the core 'balcony' style bra which has had an incredible reception)
- Reduced returns rate
- Increased sales
- Improved brand reputation

The Company

“I was very happy with the results from the KTP. Anneliese and the KTP has enabled us, as a brand, to further delight our customers, to have a clearer view on our costings and technical work, to be able to speak to our team about the fit of our product with more confidence and pride and of course, show that Curvy Kate is constantly finding new ways to improve.”

Charlotte Davies, Senior Lingerie and Swimwear Designer, Curvy Kate Ltd

Curvy Kate[®]
D - K cup

Curvy Kate is a wholesale brand specialising in D+ lingerie worldwide. At Curvy Kate there are four key brand values:

- **Constant improvement**
- **To delight our customers**
- **To be efficient and profitable**
- **To have open communication and team spirit**

The main aim of the KTP project was to develop in-house capability to enable Curvy Kate to have better technical control and flexibility of current and future production, in turn helping to strengthen the business.

Curvy Kate now has strong relationships with three new factories, achieved by gaining technical independence from the original key manufacturer.

The added value of the Associate Anneliese's research and development can be seen across all departments in the company.

It has helped to improve the fitting knowledge for the sales and marketing team, the communication within the production team, and it has even helped to reduce the amount of modification the graphics team do on photography.

It is expected that as a direct result of this KTP project the annual exports are likely to increase by £100k within three years.

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The Associate

“Working at Curvy Kate has increased my learning. Everything from design to production, pattern cutting, and working with far-east factories which has given me much greater knowledge of the industry. I have really enjoyed the project; it has been a great opportunity to work in industry but still with the support from the university.”

Anneliese Pugh, Associate

The Academic Partner



“This KTP has proved to be a valuable structure to solve an important issue that could have restricted this company’s future technical growth. It also provided the Associate with an opportunity to prove the technical theory gained from degree training in a commercial environment.”

Mr Dave Morris & Ms Helen Skinner, Lecturer in Contour Fashion, De Montfort University

The KTP with Curvy Kate has given academic staff at De Montfort University (DMU) insights into the current demands and issues that clothing manufacturers face, particularly when dealing with an off-shore model of manufacturing.

Those areas range from: design and development technical requirements, technical product communication, management of supplier relationships, garment technology needs, best practices for quality assurance, and current approaches to merchandising and marketing.

This has helped to highlight areas of business and technical skills which need to be included or reinforced in future module development.

The KTP has also influenced teaching and learning within the Contour Fashion Undergraduate Degree course at DMU through various forms.

Case study information has been fused into weekly sessions between students and academics, allowing continual transfer of learning from the project.

The Associate Anneliese has delivered several lectures to students on the Contour Fashion Undergraduate Degree course which has allowed students to learn first-hand from her experience.

The Associate has also introduced the KTP scheme to future generations of students as well as explaining how her graduate skills have developed, both through the KTP scheme and from those skills she graduated with.